



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES NOVEMBER U.S. SEARCH SHARE RANKINGS

NEW YORK– December 27, 2007 – Nielsen Online reports November 2007 data for the Top U.S. Search Providers.

Top search providers, ranked by total searches. Searches represent the total number of queries conducted at the provider.

**Table 1: Top 10 Search Providers for November 2007
Ranked by Searches (U.S.)**

Provider	Searches (000)	Share of Searches	Searches per Searcher
1. Google Search	4,253,794	57.7%	40.8
2. Yahoo! Search	1,317,919	17.9%	23.7
3. MSN/Windows Live Search	880,550	12.0%	27.8
4. AOL Search	332,385	4.5%	14.7
5. Ask.com Search	195,848	2.7%	10.5
6. My Web Search	87,001	1.2%	12.6
7. Comcast Search	39,257	0.5%	10.4
8. AT&T Worldnet Search	29,244	0.4%	9.2
9. NexTag Search	27,714	0.4%	3.1
10. Dogpile.com Search	18,302	0.2%	10.3

Source: Nielsen Online, MegaView Search

Example: An estimated 4.3 billion search queries were conducted at Google Search, representing 58 percent of all search queries conducted during the given time period.



Note: Effective with October 2007 reporting, Nielsen Online has made several enhancements to its MegaPanel service. These enhancements include more granular reporting, increased accuracy, an expanded Internet universe and more advanced tracking.

Because of these methodology changes, previous results from MegaPanel-based products, including MegaView Search and MegaView Online Retail, cannot be trended with current results. While we regret that trending data is not presently available, we believe these product enhancements will provide the highest quality data possible to our clients and the marketplace.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company:

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Editor's Note: Please source all data to Nielsen Online.

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